

— ‘First choice in all we do’ (Part 1 of 3) — Customer service class teaches 6th ASG employees to be ‘legendary’

Story & photo by
Hugh C. McBride

Let word go forth: In the 6th Area Support Group, “good enough for government work” isn’t good enough any more.

“We don’t want mediocrity and we don’t want average,” said 6th ASG Chief of Staff Joseph Moscone. “We don’t even want to just meet our customers’ expectations – we want to *exceed* them.”

To meet this mandate, the ASG is in the process of sending every one of its employees – military and civilian, American and local national – to daylong customer service training sessions.

Why we exist

“Customers are the only reason we exist in the 6th ASG,” Moscone said, adding that emphasizing a more business-oriented approach to customer service is done with the goal of guaranteeing that the ASG is the “first choice” provider for both community members and area organizations.

“We want our customers to use our facilities, our services and our operations because they want to, not because they have to,” he said. “The community will be hearing more about our commander’s vision for our ASG, which can be summed up with those two words: First Choice.”

Looking to be legendary

John Shoupe, the lead teacher for the classes, said choice is “at the very core of the curriculum. Customers have choices, and the ASG’s services need to be their first choice.”

Shoupe, whose classes weave first-person accounts of “legendary” service with motivational videos and group discussions, said the concepts he presents apply to everyone who walks into a place of business – even those who work there.

“Do I treat my co-workers with the same respect that I treat that customer who walks through the front door?” Shoupe asks his students. “I should.”

Cheryl Stovall of Stuttgart’s Army Community Service was



Instructor John Shoupe shares a smile with members of a May 4 customer service class on Kelley Barracks. Designed for all military and civilian employees of the 6th Area Support Group, the daylong training emphasized the ASG’s vision of being its customers’ “first choice” for programs and services.

‘We want to be our customers’ first choice in everything we do... We don’t just want to meet their expectations – we want to exceed them.

Joseph Moscone
6th Area Support Group

impressed by both the content of the classes and the message that they send to all in the community.

“It was wonderful that everyone in the 6th ASG was able to take part in this training,” Stovall said. “It shows that the command is concerned with the quality of service – not only what the customer sees, but what the employee experiences as well.”

IACS implementation starts in Stuttgart

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Gate guards in Stuttgart have begun to use handheld Installation Access Control devices to verify the identification of individuals attempting to enter area posts.

Individuals who are not registered with IACS – or whose ID information has changed – need to return to the IACS office on Patch Barracks (building 2307) to have their data re-entered or confirmed.

“All DoD personnel, contractors and their family members must be registered in IACS,” said Art Richard, operations officer with the 6th Area Support Group Office of the Provost Marshal.

“Also, anyone who has received a new ID card must re-register with IACS,” Richard said. “This is necessary even if no data on the card has changed – for example, if you lost your card and are getting a replacement – because the bar



code data on the new ID card has to be entered into the system to it will be recognized when scanned.”

The IACS office (Patch Barracks, building 2307) is open Mondays to Fridays, 8 a.m. to 4 p.m. For more information call 430-6112/civ. 0711-680-6112.

News & Notes

Celebrate Asian Pacific heritage

The 6th Area Support Group’s Asian Pacific Heritage Celebration is May 21, 11:30 a.m. to 1 p.m., on Husky Field.

The event will feature Polynesian dancers, educational displays, cultural displays and more. For details call 421-2892/civ. 0711-729-2892.

Army ball tickets available

The 229th Army Ball is June 19, 6 p.m. to 1 a.m. Attire is dress blues, dress mess or Class-A uniform with white shirt and bow tie or equivalent for other services.

For tickets, see unit representatives, call 430-4100/civ. 0711-680-4100 or e-mail mantont@eucom.mil.

Volleyball in Stuttgart

The community-level Installation Management Agency, Europe, Volleyball Championships are May 20 to 23, 9 a.m., in the Panzer Fitness Center.

For details call Natalie Fey at 430-4512/civ. 0711-680-4512.

Dold Exquisite liquidates inventory

The Dold Exquisite shop, located upstairs in the Swabian Special Events Center, holds a total liquidation sale May 22, 10 a.m. to 6 p.m. and May 23, noon to 6 p.m.

This final bankruptcy sale offers 50-percent off everything in the shop, including clocks, collectibles and more.

Scouts seek cubs, leaders

Membership in Cub Scout pack 324 is open to boys in the Patch Barracks area in grades 1 to 5.

Pack 324 is also looking for adults to be den leaders and help run the pack’s activities.

For more details e-mail Cubpack324@netscape.net.

Kindermusik summer camps

Give the gift that lasts a lifetime by enrolling your child in a Kindermusik summer camp on Patch Barracks.

“Creatures of the Ocean,” for children 18 months to 3 years old, is June 1 to 4, 9:30 to 11 a.m. in building 2312. The cost is \$50 plus \$31.50 for materials.

“On the Road” is for children ages 3 to 5 and will be held August 23 to 27, 9:30 to 11 a.m. in the Patch Community Club. The cost is \$80 plus \$27 for materials.

For more information or to register, call Monica Zazworsky at 07158-63130 or e-mail zaz@sprintmail.com.

Transition Center offers answers

The Stuttgart Transition Assistance Program Center offers education for separating service members:

- Learn how to write effective resumes, dress for success and prepare for an interview in the **Job Assistance Workshop May 25 and 26.**

- Get answers about your veteran’s benefits at a **Department of Veteran’s Affairs briefing May 27.**

For details or to reserve a space, call 07031-15-191 or e-mail Phillip.Medellin@us.army.mil.

Softball official’s clinic on Patch

The Patch Fitness Center is offering a free Softball Official’s Clinic May 25 to 27, 6 to 9 p.m. I.D. cardholders who complete the clinic will earn an Amateur Softball Association of America certification. For details call Nicole Anderson at 430-4512/civ. 0711-680-4512.

POSH training mandatory

Training in the prevention of sexual harassment for 6th Area Support Group personnel will be offered the following dates:

- May 26, 8:30 a.m. for employees, 10 a.m. for supervisors, Swabian Special Events Center.

- June 1, 9 a.m. for employees, 10:30 a.m. for supervisors, Kelley Barracks building 3307 E, room 3.

- June 11, 8:30 a.m. for supervisors, 10 a.m. for employees, SSEC. For details call 421-2649/civ. 0711-729-2649.

Memorial Day on Kelley Barracks

- Join members of the Stuttgart military community for a Memorial Day ceremony May 31, 11 a.m., at the Kelley Barracks flagpole.

- Featured speaker is 6th ASG Command Sgt. Maj. Daniel Chavez, and honored guests include area veterans of World War II.

- For details call 430-7174/civ. 0711-680-7174 or e-mail frederick.wildi@cmtymail.6asg.army.mil